

Note for Robinson, Yvette

From: Moore, Edna
Date: Tue, Apr 16, 1996 5:43 PM
Subject: RE: Parliament Metro Pack Buydown
To: Gilbert, Jacquie
Cc: Medina, Maria; Rafferty, Shelby; Robinson, Yvette; Steen, Lauren E.

\$1.00 is the price the Brand Group wants to promote as a reward to its smokers as well as competitive smokers 21+ in these clubs. That's why this issue will have to be resolved with the Brand folks. We're ready in Events to move with whatever price is approved by Brand and Legal combined. I'd suggest that perhaps you call Shelly Rafferty, Parliament Brand Manager, abd and discuss this issue with her so we can come to a resolution.

Thanks, and I'd appreciate being kept in loop until issue is reslved.

From: Gilbert, Jacquie on Tue, Apr 16, 1996 5:39 PM
Subject: RE: Parliament Metro Pack Buydown
To: Moore, Edna
Cc: Murphy, Virginia

It's the sales price of \$1 that I find troublesome, as I believe Ginny does also.

From: Moore, Edna on Tue, Apr 16, 1996 5:32 PM
Subject: RE: Parliament Metro Pack Buydown
To: Gilbert, Jacquie

Jacquie, thanks for your note. The problem is that everyone is running around like a chicken with it's head cut off because of the overwhelming amount of work that has to be done. It's frustrating for us because we have brand climbing our backs about meeting deadlines and getting programs launched on time.

Yes, the issue is selling product for \$1.00 at clubs in NYC, Boston & Philadelphia, beginning on May 8 for our Parliament Green Zone Menthol Launch. In NY and Philadelphia, our agency, GMR Marketing gets the retail license and hires cigarette girls to sell product from kiosk locations and mobile sellers at the reduced price. Behind the bar in each of these markets, bars will sell the product at their regular price in select locations, where possible. In Boston, because of some local law prohibiting anyone other than the person with the primary liquor license (bar owners) to sell product, product will be sold from behind the bar or adjacent to the bar at the reduced price. GMR will work closely with these bar owners to manage this process.

GMR will purchase the product and supply to the clubs, except in Boston where the clubs will have to purchase.

I hope this explanation clears up the confusion we may have had. Hopefully, a decision can be made utilizing this information. I'm here tomorrow if you need any additional information.

Thanks, again.

From: Gilbert, Jacquie on Tue, Apr 16, 1996 5:09 PM

Subject: RE: Parliament Metro Pack Buydown
To: Moore, Edna
Cc: Murphy, Virginia

Edna: I am sorry I could not drop everythin before when you were on this floor. I truly had just gotten into the office after waiting futilely for a service technician at home who was "guaranteed" to be there between 8am and noon. Needless to say, having been stood up by NYNEX, I was in none too good a mood when I got here.

I think I know which promotion you are referring to but I was told that it was a promotion to sell Parliament at \$1 a pack at bar nights, not to buy it down by \$1 a pack. I shared my concerns on the former aspect with both Kathy and Ginny. I will be unavailable both Wednesday and Thursday due to RVP meetings and am a little flexible on Friday.

From: Moore, Edna on Tue, Apr 16, 1996 4:36 PM
Subject: Parliament Metro Pack Buydown
To: Medina, Maria; Robinson, Yvette
Cc: Belmore, Charlie(GMRA); Broeman, Ina; Gilbert, Jacquie; Mulligan, Kathleen; Murphy, Virginia; Petty, Caroline(GMRA); Rafferty, Shelby; Steen, Lauren E.

I spoke with Ginny today (Tues., 4/16) concerning the Parliament Menthol Lights Launch Program elements memo for Boston, New York and Philadelphia. As you know, this memo has not gone out for a May 8 program because of legal issues. Although we were able to move forward with the \$1.00 per pack buy down last year in these markets, Ginny felt that we needed to reassess the pricing legalities again this year due to the ever changing environment. Because Jacquie Gilbert is responsible for working with Trade Marketing on pricing issues, Ginny has asked Kathleen Mulligan to schedule a meeting between Brand, Legal (including Jacquie) and Trade Marketing to discuss and resolve this issue.

I am hoping that this meeting can be scheduled for this week because GMR Marketing needs answers before they can move forward with purchase of product.

Yvette, Maria, even though Legal is taking lead with Brand on this issue, I'd like for both of you to be involved, as this will be part of your oversall supervision with our agency.

Kathleen: I'm in the office tomorrow and out on Thurs. and Fri. Yvette is also out this week. However, Maria is in office balance of week. Therefore, one of us should be included in your meeting. It could be beneficial if you could have Caroline Petty and Charlie Belmore from GMR Marketing on conference call while discussing this issue. This way, everyone will walk away with the same message.

Thanks, everyone. I know how busy everyone is, however, we just need to resolve this issue in order to move forward and meet our May 8 progam start date.

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